

**ANALISIS POSTER KAMPANYE KESEHATAN PENCEGAHAN
HIV/AIDS DI INDONESIA: SEBUAH KAJIAN MULTIMODAL**

TESIS

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Humaniora pada Program Studi Linguistik



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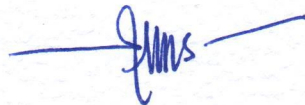
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ABSTRAK

Penelitian ini menginvestigasi makna interpersonal dan hubungan intersemiosis verbal-visual pada enam poster kampanye kesehatan pencegahan HIV/AIDS di Indonesia. Penelitian ini menggunakan desain penelitian deskriptif kualitatif. Teori Linguistik Sistemik Fungsional (LSF) dari Halliday & Matthiessen (2004) digunakan untuk menganalisis makna interpersonal pada teks bahasa (verbal) dan teori *visual grammar* dari Kress & van Leeuwen (2006) digunakan untuk menganalisis gambar (visual) pada poster. Lebih lanjut, teori hubungan intersemiosis Royce (1998) digunakan untuk memahami hubungan teks bahasa dan gambar (visual dan verbal). Penelitian ini mengungkapkan, mood deklaratif dominan digunakan pada poster yang berfungsi sebagai pernyataan yang bertujuan untuk memberikan informasi (*giving information*) mengenai HIV/AIDS. Konstruksi makna interpersonal dalam hubungannya dengan kekuasaan (*power relation*) dalam poster secara verbal dibangun melalui klausa deklaratif yang menciptakan hubungan kekuasaan yang setara (*equality*) dan tidak terkesan otoriter antara pembuat poster dan penikmat poster yang dalam hal ini adalah masyarakat. Konstruksi makna interpersonal dalam kaitannya dengan penggunaan *modality* atau derajat kebenaran dan kredibilitas, secara verbal sangatlah sedikit digunakan, terbukti dari 35 klausa hanya 6 klausa yang menggunakan *modality*, yang berarti poster HIV/AIDS mengandung informasi-informasi fakta. Secara visual, partisipan dari masing masing poster lebih banyak yang tidak memberikan gaze atau kontak langsung kepada penikmat gambar dan berfungsi sebagai *offering information*. Secara visual, hubungan kesetaraan antara partisipan dan penikmat gambar dibangun dengan menggunakan *eye-level angle*. Hubungan intersemiosis visual-verbal pada poster saling menguatkan (*reinforcement*) dan saling melengkapi (*complementarity*).

Keywords: *LSF, Makna Interpersonal, Multimodal, Tata Bahasa Visual, Hubungan Intersemiosis.*

ABSTRACT

This research investigates the interpersonal meaning and verbal-visual intersemiotic relation in six posters of HIV / AIDS prevention health campaigns in Indonesia. This study uses a descriptive qualitative research design. Systemic Functional Linguistics Theory (SFL) from Halliday & Matthiessen (2004) is used to analyse interpersonal meaning in language text (verbal), and visual grammar theory from Kress & van Leeuwen (2006) used to analyse images (visual) on posters. Furthermore, Royce's (1998) intersemiotic relation theory is used to understand the relationship between language texts and images (visual and verbal). This research found that the dominant declarative mood is used on posters that function as statements aimed at providing information about HIV/AIDS. The construction of interpersonal meaning about power in posters is verbally constructed through a declarative clause that creates an equal power relationship (equality) and does not appear to be authoritarian between poster makers and viewers (society). The construction of interpersonal meaning in relation to the use of modality or the degree of truth and credibility verbally used very little, it is evident from 35 clauses that only six clauses use modality, which means the HIV/AIDS poster contains fact information. Visually, more participants from each poster did not provide gaze or direct contact to the viewers of the picture and functioned as offering information. Visually, the equality relationship between participants and viewers of the image is built using the eye-level angle. The visual-verbal intersemiotic relation on the poster reinforces and complement each other.

Keywords: *SFL, Interpersonal Meaning, Multimodality, Visual Grammar, Intersemiotic Relation.*

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